

Whitney Oliver Peake

Chair and Professor, Department of Management

Vitale Professor of Entrepreneurship

EDUCATION

Year	Degree	Major	Institution
2008	Ph.D.	Agricultural Economics (Agribusiness Management)	Purdue University
2005	M.S.	Agricultural Economics (Agribusiness Management)	Purdue University
2003	B.S.	Agribusiness Economics	Murray State University

PROFESSIONAL EXPERIENCE

Begin/End	Position	Organization
07/2022-Present	Department Chair and Professor, Management Dept., and Vitale Professor of Entrepreneurship	Western Kentucky University
07/2020-07/2022	Department Chair, and Associate Professor, Management Dept., and Vitale Professor of Entrepreneurship	Western Kentucky University
07/2018 – 07/2020	Director for the Center for Entrepreneurship and Innovation, Vitale Professor of Entrepreneurship, and Associate Professor of Management	Western Kentucky University
2017 – 2018	Vitale Professor of Entrepreneurship and Associate Professor of Management	Western Kentucky University
2014 – 2017	Vitale Professor of Entrepreneurship and Assistant Professor of Management	Western Kentucky University
2010 – 2014	Assistant Professor of Management	University of North Texas
2007 – 2010	Assistant Professor of Agribusiness Management	Murray State University
2003 – 2007	Research Assistant	Purdue University

RESEARCH

Basic Refereed Journal Articles

Barber, D. III, **Peake, W.O.**, & Harris, M.L. (In Press). Can Playing Defense Yield Gains? Examining the Relationships among Regulatory Focus, Innovation, and SME Performance. *Journal of Small Business Management*.

Stewart, W.H., Ingram, A., & **Peake, W.O.** (In Press). The Interplay of Core Self-Evaluation and Entrepreneurial Self-Efficacy in Predicting Entrepreneurial Orientation. *Journal of Small Business Management*.

Peake, W.O., & Potter, P. (2022). University Strategy, Accreditation Standards, and the Applied Education Mission: Using the Student Consulting to Build Bridges. *Small Business Institute Journal*, 18(1), 10-22.

- Peake, W.O.**, & Eddleston, K. (2021). Conditioned to care? The effects of education and gender on entrepreneurs' engagement in social responsibility. *Journal of Small Business Management*, 59(3), 443-476.
- Cumberland, D.M., **Peake, W.O.**, Kerrick, S., & Lapadat-Tapolsky, M.A. (In Press). LaunchIt: A Case Study of Entrepreneurship Education. *International Journal of Small Business and Entrepreneurship*.
- Cumberland, D.M., **Peake, W.O.**, Kerrick, S., & Lapadat-Tapolsky, M.A. (2020). Embedding Evaluation into a Military Veteran Entrepreneurial Training Program. *New Directions for Adult and Continuing Education*, 166, 125-138.
- Peake, W.O.**, Yates, M., Barber, D. III, and McMillan, A. (2020). Do entrepreneurs do good deeds to maximize wins or avoid losses? A regulatory focus perspective. *Journal of Small Business Strategy*, 30(3), 33-46.
- Peake, W.O.**, Barber, D. III, McMillan, A., Bolton, D., & Coder, L. (2019). Do management control systems stifle innovation in small firms? A mediation approach. *Journal of Small Business Strategy*, 29(2), 1-21.
- Ingram, A., **Peake, W.O.**, Stewart, W.H., & Watson, W.E. (2019). Emotional intelligence and venture performance. *Journal of Small Business Management*, 57(3), 780-800.
- Cooper, D., and **Peake, W.O.** (2018). Family member well-being in the kinship enterprise: A self-determination perspective. *Entrepreneurship Theory & Practice*, 42(2), 340-345.
- McDowell, W., **Peake, W.O.**, Coder, L., & Harris, M. (2018). Building small firm performance through intellectual capital development: Exploring innovation as the "black box." *Journal of Business Research*, 88, 321-327.
- Coder, L., **Peake, W.O.**, & Spiller, M.S. (2017). Do high performance work systems pay for small firms? An intellectual capital building perspective. *Journal of Small Business Strategy*, 27(2), 13-35.
- Peake, W.O.**, Cooper, D., Fitzgerald, M., & Muske, G. (2017). Family business participation in community social responsibility: The moderating effect of gender. *Journal of Business Ethics*, 142(2), 325-343.
- Peake, W.O.**, & Marshall, M.I. (2017). Women's management strategies and growth in rural female-owned family businesses. *Journal of Family Business Management*, 7(2), 1-18.
- Cooper, D., **Peake, W.O.**, & Watson, W.E. (2016). Seizing opportunities: The moderating role of managerial characteristics on the relationship between opportunity seeking and innovation efficacy in small businesses. *Journal of Small Business Management*, 54(4), 1038-1058.
- Peake, W.O.**, Davis, P.E., & Cox, M.Z. (2015). Being good for goodness sake: The influence of family involvement on motivations to engage in small business social responsibility. *Journal of Small Business Strategy*, 25(1), 1-25.
- Peake, W.O.**, & D'Souza, D. (2015). Toward an integrative research framework for new venture legitimacy judgment formation. *Journal of Small Business Strategy*, 25(1), 82-104.
- Peake, W.O.**, Harris, M., McDowell, W., & Davis, P. (2015). Get what you give? An examination of enlightened self-interest, philanthropic intent, and engagement in philanthropy for small firm owners. *Journal of Small Business Strategy*, 25(2), 79-96.
- Peake, W.O.**, & Watson, W.E. (2015). Ties that bind? A mediation analysis exploring contract use in family versus nonfamily firms. *Journal of Small Business Management*, 53(4), 1185-1202.

Carlson, C., **Peake, W.O.**, & Joiner, J. (2014). Letting context speak: The use of co-creative, design-led, and user-centered design methods in the design of complex public communications. *Communication Design Quarterly Review*, 2(3 May), 34-39.

Davis, P.E. & **Peake, W.O.** (2014). The influence of political skill and emotional intelligence on student entrepreneurial intentions: An empirical analysis. *Small Business Institute Journal*, 10(2), 19-34.

Peake, W.O. (2014). The impact of management experience on firm performance: A meta-analysis. *American Journal of Entrepreneurship*, 7(1): 40-77.

Peake, W.O., Detre, J.D., & Carlson, C.C. (2014). Does one bad apple spoil the bunch? An exploration of broad consumption changes in response to food recalls. *Food Policy*, 49(1), 13-22.

Watson, W.E., Stewart, W.H. Jr., **Peake, W.O.**, Cooper, D., & Ingram, A. (2014). A comparison of Black and White entrepreneurs in the United States. *International Journal of Strategic Management*, 14(2).

Carlson, C.C., & **Peake, W.O.** (2013). Rethinking food recall communications for consumers. *Iridescent*, 3(3) 11-23.

Peake, W.O. & Marshall, M.I. (2012). Exploring why the self-employed are less likely to have healthcare coverage: An empirical analysis. *Small Business Institute Journal*, 8(1), 16-29.

Detre, J.D., Gunderson, M.A., **Peake W.O.**, & Dooley, F.J. (2011). Academic perspectives on agribusiness: An international survey. *International Food & Agribusiness Management Review*, 14(5), 141-165.

Peake, W.O. & Marshall, M.I. (2011). Does experience dictate entrepreneurial firm performance? A meta-analysis on the experience-performance relationship. *Southern Journal of Entrepreneurship*, 4(1), 49-70.

Peake, W.O., & Marshall, M.I. (2009). Uncovering what helps entrepreneurs start businesses: Lessons from Indiana. *Journal of Extension*, 47(2).

Peake, W.O., Marshall, M.I. & Preckel, P.V. (2008). A ranking of state governments' efficient use of expenditures to encourage small firm births. *Journal of Small Business Strategy*, 18(2), 43-55.

Peer Reviewed Teaching and Practitioner Publications

Tonhozi de Oliveira, P., & **Peake, W.O.** (2021). Entrepreneurial Finance over Coffee. *Annals of Entrepreneurship Education and Pedagogy*, 4e. DOI: <https://doi.org/10.4337/9781789904468>.

Peake, W.O. (June 22, 2020). Doing good can be good business. *Entrepreneurship & Innovation Exchange*. Available at: <https://familybusiness.org/content/doing-good-can-be-good-business>. [2695 views as of 4/11/2023]

Peake, W.O. (May 17, 2018). Choosing a Board of Directors for a Family Business. *Entrepreneur & Innovation Exchange*. Available at: <https://familybusiness.org/content/choosing-a-board-of-directors-for-a-family-busin>. [18,739 views as of 4/11/2023]

Peake, W.O., & Sundy, T. (March 2, 2017). To Engage Business Students, Roll out 'the Barrels.' *Entrepreneur & Innovation Exchange*. Available at: <https://familybusiness.org/content/to-engage-business-students-roll-out-the-barrels>. [1492 views as of 4/11/2023]

Book Chapters

Peake, W.O., McDowell, W., Harris, M.L., & Davis, P.E. (2017) Can women plan to prosper? Exploring the role of gender as a moderator of the planning-performance relationship in SMEs in Tur Porcar and Soriano (Eds) *Inside the Mind of the Entrepreneur: Cognition, Personality Traits, Intention, and Gender Behavior*. Springer.

Predmore, C.E., & **Peake W.O.** (2017). Entrepreneurship in Afzal Rahim (Ed.) *Management: Theory, Research, Practice* 3rd Ed. Cognella.

Manuscripts under Review

Crider, C., Aghaey, A., Lortie, J., Peake, W.O., and Digan, S.P. Part-time entrepreneurship, job satisfaction, and the spillover effect of creativity. Initial Submission. *International Journal of Entrepreneurial Behavior and Research*.

Projects in Progress

Barber, D. III, Batchelor, J., & Peake, W.O. HPWS in the Small Business Context. Writing underway.

Yates, M., Potter, P., & Peake, W.O. Sham and Commitment. Data analysis underway.

Lucas, C., Yates, M., and Peake, W.O. Generational Differences in Small Business Social Responsibility Behaviors. Data analysis underway.

Dissertation

Peake, Whitney. 2008. Experience, farmers, and state governments: An entrepreneurial perspective, Ph.D. Dissertation, Purdue University.

Refereed Proceedings

Full Paper

McDowell, W., **Peake, W.O.**, Coder, L., & Harris, M. (2017). Building Small Firm Performance through Intellectual Capital Development: Exploring Innovation as the “Black Box.” GIKA Conference.

Peake, W.O., Harris, M., McDowell, W., & Davis, P.D. (2015). Get what you give? An examination of enlightened self-interest, philanthropic intent, and engagement in philanthropy for small firm owners. Small Business Institute Conference.

Peake, W.O., Davis, P.D., Harris, M., & McDowell, W. (2015). Can women plan to prosper? Exploring the role of gender as a moderator of the planning-performance relationship in SMEs. United States Association for Small Business and Entrepreneurship Conference.

Coder, L., **Peake, W.O.**, & Spiller, M.S. (2015). Do high performance work systems pay for small firms: An intellectual capital building perspective. United States Association for Small Business and Entrepreneurship Conference.

Ingram, A., **Peake, W.O.**, Stewart, W., & Watson, W. (2014). Emotional intelligence, interpersonal process effectiveness, and entrepreneurial performance. Academy of Management Conference.

Peake, W.O., Davis, P.D., & Cox, M.Z. (2014). Being good for goodness sake: The influence of family involvement on motivations to engage in small business social responsibility. United States Association for Small Business and Entrepreneurship Conference.

Peake, W.O., & Watson, W.E. (2013). Ties that bind? Exploring the use of contracts as an agency control mechanism within small family and nonfamily firms. United States Association for Small Business and Entrepreneurship.

Davis, P., & **Peake, W.O.** (2012). Should aspiring entrepreneurs take notes from politicians? Investigating the impact of attitudes, emotional intelligence, and political skill on undergraduate students' entrepreneurial intent. United States Association for Small Business and Entrepreneurship.

Peake, W.O. (2011). Does management experience matter? A meta-analytical view of the relationship between management experience and entrepreneurial firm performance. Decision Sciences Institute.

Peake, W.O., & Marshall, M.I. (2009). An analysis of household and self-employment income levels for farm and nonfarm entrepreneurs. United States Association for Small Business and Entrepreneurship.

Peake, W.O., & Marshall, M.I. (2007). Getting the most bang for the buck: An analysis of states' relative efficiencies in promoting the birth of small firms. United States Association for Small Business and Entrepreneurship.

Abstracts

Bolton, D.L., **Peake, W.O.**, & Coder, L. (2018). Exploring individual entrepreneurial orientation (IEO) and small business performance. Small Business Institute Conference, Corpus Christi, TX.

Peake, W.O., & Coder, L. (2018). Data quality across mail, Qualtrics panels, and MTurk samples in entrepreneurship research: Getting what you pay for? Small Business Institute Conference, Corpus Christi, TX.

Peake, W.O., & Eddleston, K. (2017). Conditioned to Care? Gender Differences in Entrepreneurial Social Responsibility. United States Association for Small Business and Entrepreneurship Conference, Philadelphia, PA.

Peake, W.O., & Coder, L. (2017). Are Survey Research Firms for Empirical Data Collection Worth the Cost? A Comparison of Small Business Data Collected via Mail Survey Methods and a Survey Research Firm. Small Business Institute Conference, San Diego, CA.

McDowell, W., Harris, M., Gibson, S., Kudlats, J., & **Peake, W.O.** (2017). Exploratory Analysis of Business and Family Problems Facing Family Businesses. Small Business Institute Conference, San Diego, CA.

Peake, W.O., Coder, L., & Yates, M. (2016). Do Family Businesses See CSR as a 'Win' More than Nonfamily Businesses? An Exploration of Self-Regulation in Promoting Small Business CSR. Small Business Institute Conference, New Orleans, LA.

Peake, W.O., & Marshall, M.I. (2009) Does experience determine performance? A meta-analysis on the experience-performance relationship. Agricultural and Applied Economics Association.

Peake, W.O., & Marshall, M.I. (2007). Is degree of rurality more crucial to small firm births than access to incubators? An analysis of states' relative efficiencies in promoting the birth of small firms. Agricultural and Applied Economics Association.

Marshall, M.I., & **Peake, W.O.** (2006) Human capital and entrepreneurship: A key component or much ado about nothing? Agricultural and Applied Economics Association.

Invited Presentations

Cooper, D., & Peake, W.O. (2016). Context and the Sustainability of the Kinship Enterprise: A Self-Determination Perspective. Theories of Family Enterprise Conference (By Invitation).

Presentation of Refereed Papers

Potter, P., & **Peake, W.O.** (2022) University Strategy, Accreditation Standards, and the Applied Education Mission: Using Student Consulting to Build Bridges. Small Business Institute Conference, Charleston, SC.

Yates, M., Potter, P., & **Peake, W.O.** (2022) Do Small Businesses Suffer More when Sham Occurs? An Examination of LMX, Voice, Sham, and Employee Commitment. Small Business Institute Conference, Charleston, SC.

Peake, W.O., Yates, M., Barber, D. III, and McMillan, A. (2020). Do Entrepreneurs Do Good Deeds to Maximize Wins or Avoid Losses? A Regulatory Focus Perspective. Small Business Institute Conference, New Orleans, LA.

Cumberland, D.M., **Peake, W.O.**, Kerrick, S., and Lapadat-Tapolsky, M. (2020). LaunchIt: A Case Study of Entrepreneurship Education. Small Business Institute Conference, New Orleans, LA.

Peake, W.O., Barber, D.H. III, McMillan, M., Bolton, D., & Coder, L. (2019). Do Management Accounting and Control Systems Stifle Innovation in Small Firms Led by Owner-Managers with High Individual Entrepreneurial Orientation? A Mediation Approach. Small Business Institute Conference, Orlando, FL.

Bolton, D.L., **Peake, W.O.**, & Coder, L. (2018). Exploring individual entrepreneurial orientation (IEO) and small business performance. Small Business Institute Conference, Corpus Christi, TX.

Peake, W.O., & Coder, L. (2018). Data quality across mail, Qualtrics panels, and MTurk samples in entrepreneurship research: Getting what you pay for? Small Business Institute Conference, Corpus Christi, TX.

Peake, W.O., & Eddleston, K. (2017). Conditioned to Care? Gender Differences in Entrepreneurial Social Responsibility. United States Association for Small Business and Entrepreneurship Conference, Philadelphia, PA.

Peake, W.O., & Coder, L. (2017). Are Survey Research Firms for Empirical Data Collection Worth the Cost? A Comparison of Small Business Data Collected via Mail Survey Methods and a Survey Research Firm. Small Business Institute Conference, San Diego, CA.

McDowell, W., Harris, M., Gibson, S., Kudlats, J., & **Peake, W.O.** (2017). Exploratory Analysis of Business and Family Problems Facing Family Businesses. Small Business Institute Conference, San Diego, CA.

McDowell, W., **Peake, W.O.**, Coder, L., & Harris, M. (2017). Building Small Firm Performance through Intellectual Capital Development: Exploring Innovation as the "Black Box." Global Innovation and Knowledge Academy, Lisbon, Portugal.

Bolton, D. L., **Peake, W. O.**, & Coder, L. (2017). Exploring Individual Entrepreneurial Orientation (IEO) and Small Business Management Practices. Presented at 24th Annual International Conference on Advances in Management for International Conference on Advances in Management, Bowling Green, KY.

Stewart, W.S., **Peake, W.O.**, & Ingram, A. (2017). Core Self-Evaluation and Entrepreneurial Orientation. 11th Annual International Conference on Global Studies: Business, Economic, Political, Social, and Cultural Aspects, Athens, Greece.

Peake, W.O., Coder, L., & Yates, M. (2016). Do Family Businesses See CSR as a 'Win' More than Nonfamily Businesses? An Exploration of Self-Regulation in Promoting Small Business CSR. Small Business Institute Conference, New Orleans, LA.

Coder, L., **Peake, W.O.**, Hernsberger, J., & Spiller, M.S. (2016) Are we oversimplifying high performance work systems in the small firm context? An empirical exploration. United States Association for Small Business and Entrepreneurship Conference, San Diego, CA.

Coder, L., **Peake, W.O.**, & Spiller, M.S. (2015). Do high performance work systems pay for small firms: An intellectual capital building perspective. United States Association for Small Business and Entrepreneurship Conference, Tampa, FL.

Peake, W.O., Davis, P.D., Harris, M., & McDowell, W. (2015). Can women plan to prosper? Exploring the role of gender as a moderator of the planning-performance relationship in SMEs. United States Association for Small Business and Entrepreneurship Conference, Tampa, FL.

Peake, W.O., Harris, M., McDowell, W., & Davis, P.D. (2015). Get what you give? An examination of enlightened self-interest, philanthropic intent, and engagement in philanthropy for small firm owners. Small Business Institute Conference, St. Pete Beach, FL.

Ingram, A., **Peake, W.O.**, Stewart, W., & Watson, W. (2014). Emotional intelligence, interpersonal process effectiveness, and entrepreneurial performance. Academy of Management Conference, Philadelphia, PA.

Peake, W.O., Cooper, D., Fitzgerald, M., & Muske, G. (2014). Family Business Participation in Community Social Responsibility. Academy of Management Conference, Philadelphia, PA.

Peake, W.O., & D'Souza, D. (2014). Toward and Integrative Research Framework for New Venture Legitimacy Judgment Formation. Academy of Management Conference, Philadelphia, PA.

Peake, W.O., Davis, P.D., & Cox, M.Z. (2014). Being Good for Goodness Sake: The influence of family involvement on motivations to engage in small business social responsibility. United States Association for Small Business and Entrepreneurship Conference, Fort Worth, TX.

Peake, W.O., & D'Souza, D. (2013). A unifying framework for new venture legitimacy judgments formation. Academy of Management Conference, Orlando, FL.

Peake, W.O., & Watson, W.E. (2013). Ties that bind? A mediation analysis of family ownership and contract use in family versus nonfamily firms. United States Association for Small Business and Entrepreneurship Conference, San Francisco, CA.

Carlson, C.C., & **Peake, W.O.** (2012). Rethinking consumer food recall communications. Global Interaction in Design Conference.

Davis, P., & **Peake, W.O.** (2012). Should aspiring entrepreneurs take notes from politicians? Investigating the impact of attitudes, emotional intelligence, and political skill on undergraduate students' entrepreneurial intent. United States Association for Small Business and Entrepreneurship, New Orleans, LA.

D'Souza, D., & **Peake, W.O.** (2012). What's missing in entrepreneurial legitimacy research? Acknowledging stakeholder absorptive capacity. Academy of Management Conference, Boston, MA.

Peake, W.O., Davis, P. (2012). The clock is ticking: An exploration of factors impacting students' planned time horizon for entrepreneurial entry. Babson College Entrepreneurship Research Conference, Fort Worth, TX.

Peake, W.O., & Davis, P. (2012). In pursuit of legitimacy: The development and validation of an instrument. Babson College Entrepreneurship Research Conference, Fort Worth, TX.

Peake, W.O. (2011). Does management experience matter? A meta-analytical view of the relationship between management experience and entrepreneurial firm performance. Decision Sciences Institute.

Peake, W.O., & Marshall, M.I. (2009). An analysis of household and self-employment income levels for farm and nonfarm entrepreneurs. United States Association for Small Business and Entrepreneurship.

Peake, W.O., & Marshall, M.I. (2009) Does experience determine performance? A meta-analysis on the experience-performance relationship. Agricultural and Applied Economics Association.

Peake, W.O., & Marshall, M.I. (2009). Has the farm problem disappeared? A comparison of household and self-employment income levels of the farm and nonfarm self-employed. Southern Agricultural Economics Association.

Anderson, R.G., **Peake, W.O.**, & Massey, J. (2009). First-year undergraduates' knowledge of Global Positioning Systems. American Association for Agricultural Education.

Peake, W.O., & Marshall, M.I. (2007). Is degree of rurality more crucial to small firm births than access to incubators? An analysis of states' relative efficiencies in promoting the birth of small firms. Agricultural and Applied Economics Association.

Peake, W.O., & Marshall, M.I. (2007). Getting the most bang for the buck: An analysis of states' relative efficiencies in promoting the birth of small firms. United States Association for Small Business and Entrepreneurship.

Marshall, M.I., & **Peake, W.O.** (2006) Human capital and entrepreneurship: A key component or much ado about nothing? Agricultural and Applied Economics Association.

Peake, W.O., Briggeman, B.C., & Marshall, M.I. (2006). Switching of wine juice production methods: An application to the Indiana market. Southern Agricultural Economics Association.

Peake, W.O., & Marshall, M.I. (2005). The importance of financial, human, and social capital on the entrepreneurial process for rural entrepreneurs in Indiana. National Association of Community Development and Extension Professionals.

Marshall, M.I., & **Oliver (Peake), W.N.** (2005). The effects of financial, human, and social capital during the gestation stage of the entrepreneurial process for entrepreneurs in Indiana. Allied Social Sciences Disciplines, American Economic Association.

Presentation of Refereed Pedagogy Papers and Teaching Exercises

Yates, M., Daniels, A., and **Peake, W.O.** (2022) Infusing Inclusion throughout the Student Consulting Project Process. Small Business Institute Conference, Charleston, SC.

Kovarik, A., and **Peake, W.O.** (2020). Virtual teams in an applied learning environment: innovative processes to help faculty facilitate virtual teams and lessen the drama load. Small Business Institute, New Orleans, LA.

Peake, W.O., Crider, C., Harris, M., and Barber, D.H. III. (2020). Let Students Handle the Details: Using class Projects to Build Relationships for your Center or Program. United States Association for Small Business and Entrepreneurship, New Orleans, LA.

Barber, D.H.III., Crawford, A., Harris, M., and **Peake, W.O.** (2020). Gaps in Exit/Transition Planning Educational Opportunities. United States Association for Small Business and Entrepreneurship, New Orleans, LA.

Peake, W.O., & Wilson, S. (2019). Pitching Entrepreneurship to Capstone Engineering Students. Small Business Institute, Orlando, FL.

Peake, W.O., Harris, M.I., & McDowell, W. (2019). Engagement, Innovation, Impact and Collaborative Learning through Student-Led Consulting Projects. United States Association for Small Business and Entrepreneurship, St. Pete Beach, FL.

Tonhozi de Oliveira, P., & **Peake, W.O.** (2019) Entrepreneurial Finance over Coffee: Pricing Research and Strategy. United States Association for Small Business and Entrepreneurship, St. Pete Beach, FL.

Presentation of Non-Refereed Papers

Peake, W.O., Detre, J.D., Gunderson, M.A., & Carlson, C.C. (2012). Does one bad apple spoil the bunch? An exploration of legitimacy loss for innocent firms under food recall situations. Agricultural and Applied Economics Association.

Detre, J., Dooley, F., Gunderson, M., & **Peake, W.O.** (2011). Assistant to associate: What is required to get promoted, an international survey. Agricultural and Applied Economics Association.

Academic Workshops

McDowell, W.C., Harris, M.I., **Peake, W.O.**, Aaron, J.R., & Mahto, R.V. (2019). Publishing in the Journal of Small Business Strategy. Small Business Institute, Orlando, FL.

McDowell, W.C., Harris, M.I., Aaron, J.R., Mahto, R.V., **Peake, W.O.**, & Kudlats, J. (2018). Publishing in the Journal of Small Business Strategy. Small Business Institute, Corpus Christi, TX.

Peake, W.O., Memili, E. (2017). Research, teaching, and centers for excellence in family business. USASBE Family Business PreConference Workshop and Learning Journey, Philadelphia, PA.

Peake, W.O. (2017). Systems thinking in entrepreneurship: Changing our thinking and improving buy-in for entrepreneurship courses in the general education curriculum." Small Business Institute, San Diego, CA.

Dibrell, C., Memili, E., & **Peake, W.O.** (2016). Curriculum models in family business. United States Association for Small Business and Entrepreneurship, San Diego, CA.

Cours, D., Griffin, J., & **Peake, W.O.** (2014). Is your school next? The future of E-learning. Small Business Institute, Las Vegas, NV.

TEACHING

Course Development and Delivery

Course

Entrepreneurship (ENT 312, FTF, Hybrid and Online)
New Venture Business Planning (Hybrid)
Small Business Management (ENT 463)

Institution

Western Kentucky University
Western Kentucky University
Western Kentucky University

Small Business Analysis and Strategy (ENT 496)	Western Kentucky University
Family Business Management (ENT 363)	Western Kentucky University
Entrepreneurship (MGMT 3850)	University of North Texas
International Management (MGMT 5660 Online)	University of North Texas
International Management Perspectives (MGMT 4660)	University of North Texas
Introduction to Agricultural Economics (AGR 130)	Murray State University
Statistics for Food and Agriculture (AGR328)	Murray State University
Agricultural Records and Analysis (AGR 333)	Murray State University
Entrepreneurship in Agribusiness (AGR 334)	Murray State University
Agricultural Finance (AGR 531)	Murray State University
Types and Systems of Farming and Agribusiness (AGR 534)	Murray State University
Seminar in Agribusiness Systems (AGR 537)	Murray State University
Seminar in Production Systems (AGR 538)	Murray State University
Experimental Design and Statistical Analysis (AGR 620)	Murray State University

Teaching Professional Development

- Attended CITL electronic P&T portfolio development training (11/4/2019).
- Coordinated Creating Engaging Online Courses Workshop for the Management Department (3/31/2018).
- Attended U.S. Patent and Trademark Office workshop on Intellectual Property Protection, sponsored by the WKU Office of Research and Creative Activity (6/21/2016).
- Revving up for Fall 2016: Distance Learning One Day Workshop, sponsored by WKU Distance Learning Professional Development (7/28/2016).

Colonnade Course Development

- Developed proposal for ENT 312 to be offered as a Systems course in the Connections segment of the Colonnade general education curriculum program at Western Kentucky University. This required a significant revision of the course to meet the Colonnade requirements. The proposal was submitted and presented in March 2016, revised for presentation to the committee again in April 2016. The course is now operating as a systems course.

Activities with Ph.D. Students

- Dissertation Committee Member, Amber Chatelain (2022-Present), Marshall University
- Dissertation Committee Member, Phillip Davis (2013 – 2014), University of North Texas
- Research Advisor, Saurabh Srivastava (Fall 2013), University of North Texas
- Research Advisor, Chandan Acharya (Summer 2013), University of North Texas
- Research Advisor, Phillip Davis (Fall 2010 - Spring 2012), University of North Texas
- Research Advisor, Rusty Karst (Fall 2012 - Spring 2013), University of North Texas

Advising and Mentorship

New Faculty Mentor, Jeffrey Chandler, Western Kentucky University (2019-2020)

Served as a mentor to Jeff Chandler in his initial year at WKU.

New Faculty Mentor, Mariah Yates, Western Kentucky University (2016-2017)

Served as a mentor to Mariah Yates in her initial year at WKU.

Project of the Year Team, Small Business Institute, Western Kentucky University (2015, 2016, 2017, 2018, 2019)

Assist students in refining their competitive specialized consulting document for national competition.

Student Business Planning Mentorship, Western Kentucky University (2015, 2016, 2017, 2018, 2019)

Mentored students competing in the Idea State U regional and state competitions. Mentorship responsibilities included plan refinement and editing, presentation editing and delivery, and tabletop display creation.

AllTech Team Advisor, Western Kentucky University (2015, 2016, 2017)

Mentorship responsibilities included plan development, refinement and editing, and presentation development, editing, and delivery.

MBA Student Mentor, University of North Texas (2013-2014)

Served as a volunteer research project mentor with Jeff Chandler, an MBA student seeking admission to Ph.D. programs. Jeff was admitted to Texas Tech for Fall 2014.

Undergraduate Advisor for Agribusiness, Murray State University (2007-2010)

Advised all sophomore and juniors within the Agribusiness area (50+ students) and served on the committee of 5 graduate students.

Agribusiness Club Advisor, Murray State University (2007-2010)

Advised students interested in Agribusiness through club professional and service activities.

Sigma Alpha Sorority, Murray State University (2009-2010)

Served as the advisor for this professional sorority.

MARC/AIM Summer Research Program Co-Mentor, Purdue University

Worked with co-mentor Dr. Maria Marshall to supervise an incoming M.S. student in conducting a summer research program.

Teaching Presentations

"Entrepreneurship and Engineering," to Prof. Wilson's ENGR 175 class, November 2020, Western Kentucky University.

"Well, that's awkward: How to give and receive negative feedback," October 2020, GFCB Business and Professionalism Week – Western Kentucky University.

"Giving a Personal Pitch," to Dr. Snively's FIN 399 course via Zoom, April 2020, Western Kentucky University

"Giving a Personal Pitch," to Dr. Tyree's ART 432 course, November 2019, Western Kentucky University

"Entrepreneurship," to Dr. Spiller's Management 210 course, November 2019, Western Kentucky University

"Giving a Personal Pitch," to Dr. Snively's FIN 399 course, September 2019, Western Kentucky University

"Entrepreneurship," to Mr. Wilson's Engineering 175 courses, September 2019, Western Kentucky University

"Bootstrap Marketing Plans," to Dr. Oliveira's ENT 312 course, March 2019, Western Kentucky University

"Entrepreneurship," to Dr. Spiller's Management 210 courses, March 2019, Western Kentucky University

"Giving a Personal Pitch," to Dr. Snively's FIN 399 course, February 2019, Western Kentucky University

"Entrepreneurship," to Dr. Wilson's ENGR 175 courses (2 sections), October 2018, Western Kentucky University

"Giving a Pitch," to Dr. Wilson's Capstone Engineering course, October and November 2018, Western Kentucky University

"Entrepreneurship," to Dr. Spiller's Management 210 course, October 2018, Western Kentucky University

"Entrepreneurship," to Dr. Spiller's Management 210 course, April 2018, Western Kentucky University

"Entrepreneurship," to Dr. Spiller's Management 210 course, November 2017, Western Kentucky University

"Entrepreneurship," to Dr. Spiller's Management 210 course, March 2017, Western Kentucky University

"Entrepreneurship," to Dr. Spiller's Management 210 course, November 2016, Western Kentucky University

"Entrepreneurship," with D. Bolton to Dr. Spiller's Management 210 course, April 2016, Western Kentucky University

"Entrepreneurship through an Egg-Drop Exercise," to Dr. Spiller's Management 210 Honors course, April 2016, Western Kentucky University

"Financials in Entrepreneurship," to Dr. Bolton's ENT 112 course, April 2016, Western Kentucky University

"Creating Opportunities from Your Ideas," with D. Bolton to Dr. Ellis and Dr. Oesteritter's Art and Engineering Class, April 2015

"IBISWorld Use in the Management Department," with D. Bolton as part of a brown bag open to the GFCOB, April 2015, Western Kentucky University

"What are Family Businesses and Why Do They Matter?" to Mr. Schell's Entrepreneurship 312 course, September 2014 and February 2015, Western Kentucky University

"Emotion in Business," to Mr. Schell's Management 210 course, September 2014 and February 2015, Western Kentucky University

"Environmental Policy in the US," as part of 2009 visiting scholar appointment at St. Istvan University, Gödöllő, Hungary.

"Entrepreneurship in the US," as part of 2009 visiting scholar appointment at St. Istvan University, Gödöllő, Hungary

"Student Perceptions of Agriculture-Related Study Abroad Programs," with B. Payne and J. Morgan as part of International Education Week, November 2008, Murray State University

"Big Ideas on Teaching," as part of 2008 Teaching and Technology Forum, September 2008, Murray State University

GRANT AND FUNDRAISING ACTIVITY

Raised more than \$20,000 in sponsorships as Vice President of Programs for the Small Business Institute 2019 Conference, setting a fundraising record.

Western Kentucky University, QTAG, Principal Investigator, awarded May 2017, \$700.

Western Kentucky University – Primary Investigator, Gordon Ford College of Business Aim High Summer Research Grant for *Leadership, Agency, and Innovation in Small and Family Firms*, L. Coder, Co-Investigator, 2016, \$10,000

Western Kentucky University – Co-investigator, QTAG, L. Coder Principal Investigator, 2016, \$3,000.

Western Kentucky University – Co-Investigator RCAP *Strategic Human Resource Management in Small and Family Businesses*, L. Coder Principal Investigator, 2015, \$4,304.

University of North Texas – Community Engagement Grant/Family business initiative, 1/2014-12/2014, \$6000.

University of North Texas – Team Mentoring Grant/*Family business mentoring in the Department of Management*, 9/2013-5/2014, \$4000.

University of North Texas – Micro Faculty Mentoring Grant/*Individual mentoring in family business research*, 9/2013-5/2014, \$1250.

University of North Texas – Junior Faculty Summer Research Grant/*Risky business? An exploration of risk assessment and management in family businesses*, 2013, \$2500.

University of North Texas – Junior Faculty Summer Research Grant/*Does one bad apple spoil the bunch: An exploration of legitimacy loss for innocent firms under food recall situations*, 2012, \$5000.

University of North Texas – Junior Faculty Summer Research Grant/*How much is enough? Exploring legitimacy as a key resource throughout the entrepreneurial organization emergence process*, 2011, \$5000.

PROFESSIONAL ACTIVITIES

Managing Editor (Journal)

Journal of Small Business Strategy (2019-2021)

Section Editor (Journal)

Journal of Small Business Strategy (2015-2019; 2022-Present)

Editorial Board

Journal of Small Business Strategy (2021 – Present)

FamilyBusiness.org (2018-Present)

Small Business Institute Journal (2011-Present)

Reviewer (Grants)

Swiss National Science Foundation Grant (2018)

External Reviewer (Promotion & Tenure)

Texas State University (2021)

Indiana University - Kokomo (2018)
Boise State University (2018)
University of New Mexico (2018)
University of Minnesota – Duluth (2018)
University of Tennessee – Chattanooga (2019)

Reviewer (Journals)

American Journal of Entrepreneurship (2014)
Business & Society (2020)
Current Topics in Management (2015)
Entrepreneurship Education and Pedagogy (2022)
Entrepreneurship Theory & Practice (2014, 2017)
European Journal of International Management (2020)
Food Policy (2015, 2016, 2017)
International Entrepreneurship and Management Journal (2019, 2020)
International Food and Agribusiness Management Review (2011)
Journal of Business Ethics (2018, 2020)
Journal of Business Venturing (2016, 2020)
Journal of Family Business Management (2014, 2016)
Journal of Business Research (2016, 2021)
Journal of Retailing and Consumer Services (2018, 2019)
Journal of Small Business Management (2011, 2012, 2013, 2016, 2017, 2018, 2019, 2020, 2021, 2022)
Journal of Strategy and Management (2016)
Strategic Entrepreneurship Journal (2021)

Reviewer (Conferences)

Diana Conference (2019)
Small Business Institute Conference (2014-Present)
United States Association for Small Business and Entrepreneurship (2008 – Present)
Southern Management Association (2011 – Present)
Academy of Management Annual Meetings (2011, 2013, 2014)
Decision Sciences Institute (2011)
Southern Agricultural Economics Association (2008)

Officer: Professional Organization

Past President, Small Business Institute, 2021-Present
President, Small Business Institute, 2020-Present
President Elect, Small Business Institute, 2019-2020
Vice President of Programs, Small Business Institute, 2018-2019
Vice President of Programs-Elect, Small Business Institute, 2017-2018
Vice President of Marketing, Small Business Institute, 2015-2017
Social Media Coordinator, Small Business Institute, 2014-2015

Chair: Conference/Track/Program

Rural Entrepreneurship Special Interest Group Vice Chair, United States Association for Small Business and Entrepreneurship, 2020-Present

Small and Family Business Track Co-Chair, United States Association for Small Business and Entrepreneurship Annual Meeting, Philadelphia, PA, 2017.

Family Business Special Interest Group Chair, United States Association for Small Business and Entrepreneurship Annual Meeting, Philadelphia, PA, 2017.

Family Business Special Interest Group Vice Chair, United States Association for Small Business and Entrepreneurship Annual Meeting, San Diego, CA, 2016.

Developmental Paper Track Chair, United States Association for Small Business and Entrepreneurship Annual Meeting, Tampa, FL, 2015.

Preconference Workshop Chair, United States Association for Small Business and Entrepreneurship Annual Meeting, Fort Worth, TX, 2014.

Conference Competitive Workshops Chair, United States Association for Small Business and Entrepreneurship Annual Meeting, San Francisco, CA, 2013.

Chair of The Small Business Special Interest Group, United States Association for Small Business and Entrepreneurship Annual Meeting, New Orleans, LA, 2012.

Small Business/Family Business Track Chair, United States Association for Small Business and Entrepreneurship Annual Meeting, Hilton Head, SC, 2011.

Small Business Special Interest Group Vice Chair, United States Association for Small Business and Entrepreneurship, Nashville, TN, 2010.

Member: Committee/Task Force

Competitive Workshops Committee, United States Association for Small Business and Entrepreneurship, 2015

Family Business Track Best Paper Committee, United States Association for Small Business and Entrepreneurship, 2014.

Entrepreneurship/Innovation/Technology Track Best Paper Committee, Southern Management Association Annual Meeting, 2011.

Strategic Planning Committee for the Small Business SIG, United States Association for Small Business and Entrepreneurship, 2009.

Affiliations with Professional Organizations

- United States Association for Small Business and Entrepreneurship, 2006 – Present
- Small Business Institute, 2013 – Present
- Academy of Management, 2010 – Present
- Decision Sciences Institute, 2011 – 2012
- Agricultural and Applied Economics Association, 2003 – 2011
- Southern Agricultural Economics Association, 2005 – 2009

UNIVERSITY, COLLEGE, DEPARTMENTAL COMMITTEES & COUNCILS

Western Kentucky University

- WKU Dean's Evaluation Committee (2022-Present)
- WKU Provost Search Committee (2020-2021)
- WKU Research Foundation Board, Member (2020 – Present)
- Chair, Department of Management (2020-Present)
- Center for Entrepreneurship and Innovation, Director (2018-2020)
- GFCB Research Excellence Committee, Chair (2019-2020)
- GFCB Ambassador Selection and Evaluation Committee, Member, GFCB (2019)
- WKU Strategic Plan Steering Committee, Executive Committee Member, University (2019)
- GFCB Dean's Search Committee, Member, GFCB (2018-2019)
- Visiting Assistant Professor of Entrepreneurship & Innovation Search Committee, Chair, Management Department (2019)
- Visiting Assistant Professor of Entrepreneurship & Innovation Search Committee, Chair, Management Department (2018)
- Strategy Assistant Professor Search Committee Member, (2017-2018)
- 6th Year Review Committee for GFCB Dean, Member, University (2017)
- Animal Science Assistant Faculty Search Committee, Member, Department of Agriculture (2017)
- GFCB Research Excellence Committee, Member, GFCB (2016-2019)
- Assurance of Learning Committee, Ex Officio Member, GFCB (2016-2020)
- E&A Fellow QEP, University (2016-2018)
- Head for the Hill Recruitment Event (November 2015; March 2016; November 2016; February 2017; October 2018; September 2019)
- Majors and Minors Fair (September 2015; September 2016; September 2018; November 2018)
- Small Business Institute, Director (2015-Present)
- OB Assistant Professor Search Committee, Member, Management Department (2015)
- Pedagogical Faculty Search Committee, Member, Management Department (2015)
- CEI Director Faculty Search Committee, Member, Management Department (2015)
- AllTech Team Advisor, University (2015, 2016, 2017)
- Idea State U Business Plan Competition, Mentor (2015, 2016, 2017, 2018, 2019)
- Focus on WKU Expo/Info Fair (September 2014)

University of North Texas

- UNT Writing Awards Competition Judge, University (2014)
- Mentoring Grants Evaluation Committee, University (2012,2013,2014)
- Panelist for TA/TF Teaching Excellence Seminar, University (2013)
- Graduate Programs Committee, Department (2012 – 2014)
- Murphy Center for Entrepreneurship New Venture Competition Judge, College (2012, 2013)
- Murphy Center for Entrepreneurship Scholarship Committee, College (2012)
- Faculty Secretary, Department (2011-2012)
- Special Events Committee Chair, Department (2010-2014)
- Judge for BUSI 4940 Policy Capstone Case Study Competition, College (2010-2014)
- Faculty Branding Input Group, University (2011)
- SETE Faculty Focus Group, University (2011)

Murray State University

- Provost Search Committee, University (2009-2010)

- Assessment Committee, University (2009-2010)
- University Studies Committee, University (2009-2010)
- Honors Committee, University (2009-2010)
- Faculty Senate, Senator, Department (2008-2010)
- Faculty Study Abroad Ambassador, University (2008 – 2010)
- Search Committee for Faculty in Ag Systems, Department (2007)

COMMUNITY SERVICE ACTIVITIES

- Glasgow High School talk on Entrepreneurship, Mr. Gibson's Class 11/8 (2022)
- Radio Interview with WKYU ran during local broadcasts of Morning Edition on the Workplace after Covid-19 (5/17/2021)
- People's Opportunity Fund for Underserved Populations Board of Directors (2020-Present)
- Glasgow High School talk on Entrepreneurship, Mr. Gibson's Class 11/8 (2019)
- South Warren Middle School Pitch Competition, Mr. Spires's Class with undergraduate entrepreneurship students on 5/15 (2019)
- Steering Committee on Gateways for Growth Strategic Plan for New Americans, Bowling Green KY (2019)
- FBLA Regional Competition Judge 3/15 (2019)
- [Radio Interview](#) with WCLU Radio re: Glasgow Campus Student Business Accelerator 1/17 (2019)
- Logan Co. High School Senior Day GFCB Representative and Presenter 1/9 (2019)
- Shark Tank Judge for Drakes Creek Middle School on 12/10 and 12/11 (2018)
- Presentation to IDEA Board in Glasgow on Student Business Accelerators 11/9 (2018)
- South Warren Middle School Pitch Competition, Mr. Spires's Class with undergraduate entrepreneurship students on 5/8 (2018)
- Shark Tank for High School Students, Nashville Entrepreneur Center on 2/25 (2018)
- Shark Tank Judge for Drakes Creek Middle School on 1/11 (2018)
- South Warren Middle School Pitch Competition, Mr. Spires's Class with undergraduate entrepreneurship students on 9/28 (2016)
- South Warren High School Career and Technical Education Advisory Committee (2015-Present)
- Junior Achievement Shark Tank Judge on 12/9 (2015)
- Innovate Kentucky Podcast, with D. Bolton on 11/23 (2015)
- Agricultural Entrepreneurship in the Local Food Marketing Industry: What Works and What Doesn't? Presenter on 11/21 (2015)
- South Warren Middle School Pitch Competition, Mr. Spires's Class with undergraduate entrepreneurship students on 9/30 (2015)
- Make Investments that Pay through Human Resources Presentation, Robertson Co. (TN) Chamber of Commerce Presenter with L. Coder on 5/19 (2015)
- Leadership Bowling Green 2.0, Entrepreneurship Leadership Presenter with C. Garmon and E. Thrasher on 3/27 (2015)
- Cited for expert interview in Bowling Green Daily News Story, "Artists lack resources for business" published front page, 2/28 (2015).
- Junior Achievement Shark Tank Judge on 12/3 (2014)
- Expert Interview for the North Texas Daily related to the Farm Rich food recall on 4/24 (2013)
- Expert Interview for WBAP Radio related to the Farm Rich food recall on 4/10 (2013)
- Member of *EntrePaducah* Think Tank for economic development in Paducah, KY (2009-2010)

PAID CONSULTING SERVICES

- Community Education Bowling Green – Strategic Plan (2021)
- National Association of Automobile Museums – Strategic Planning Session (2021)

HONORS AND AWARDS

- Nominated for CITL Teaching Honors (2019, 2020, 2021)
- Best Practices Award 1st Place, Small Business Institute (2022)
- Matthew Sonfield Research Award Winner, Small Business Institute (2020)
- Innovative Pedagogy Award Winner, with A. Kovarik, Small Business Institute (2020)
- Distinguished Empirical Paper Award Winner with M. Yates, D. Barber, and A. McMillan, Small Business Institute (2020)
- Project of the Year Award, 3rd Place Undergraduate Comprehensive Division, Small Business Institute (2020)
- Top 100 Reviewer, Journal of Small Business Management (2019, 2020)
- Matthew Sonfield Research Award Winner, Small Business Institute (2019)
- Most Valuable Professor Award Recipient from Lady Topper Basketball Player Meral Abdelgawad (2019)
- Diana International Research Conference Best Paper Award (2019)
- Schulze Publication Award from Entrepreneur & Innovation Exchange (2019)
- APEX Alumni Award Winner, Purdue University Agricultural Economics (2019)
- Project of the Year Award, 1st place Undergraduate Business Plan/Feasibility Division, Small Business Institute (2019)
- Best Empirical Paper Award Winner with D. Barber, A. McMillan, L. Coder, and D. Bolton, Small Business Institute (2019)
- 3rd Place in Entrepreneurship Experiential Exercises Competition at USASBE (2019)
- Showcase Award Winner, Small Business Institute (2018)
- Project of the Year Award, 3rd place Undergraduate Business Plan/Feasibility Division, Small Business Institute (2018)
- Project of the Year Award, 1st place Undergraduate Specialized Division, Small Business Institute (2018)
- Best Empirical Paper Award Winner with L. Coder, Small Business Institute (2018)
- Schulze Publication Award from Entrepreneur & Innovation Exchange (2018)
- GIKA Conference Best Paper Award (2017)
- Homer L. Saunders Mentor Award, Small Business Institute (2017)
- Best Practices Award, 1st place, Small Business Institute (2017)
- Project of the Year Award, 2nd place Undergraduate Specialized Division, Small Business Institute (2017)
- JSBM Editor's Choice Best Paper Award Winner with K. Eddleston, United States Association for Small Business and Entrepreneurship (2017)
- John Jack Best Paper Award Winner with K. Eddleston, United States Association for Small Business and Entrepreneurship (2017)
- Dean's Merit Award for Dept. of Management (2015)
- Best Empirical Paper Award Winner with M. Harris, W. McDowell, and P. Davis, Small Business Institute (2015)
- Best Paper Award Nominee with L. Coder and M.S. Spiller, United States Association for Small Business and Entrepreneurship (2014)
- Best Research Publication in Journal Award Winner with W. Watson, W. Stewart, D. Cooper, and A. Ingram, *International Journal of Strategic Management* 14(2) (2014)
- Best Paper Proceedings with A. Ingram, W. Stewart, and W. Watson, Academy of Management Conference (2014)
- Best Paper Award Winner with C. Carlson, Global Interaction in Design Conference (2012)
- Outstanding Doctoral Student Paper Award Winner with P. Davis, United States Association for Small Business and Entrepreneurship (2012)
- Outstanding Reviewer Award Winner, Small Business Track, United States Association for Small Business and Entrepreneurship (2009)
- Agriculture Advocate National Award Winner, Sigma Alpha National Sorority (2009)
- Best Doctoral Student Paper Award Winner, Small Business Administration Office of Advocacy (2007)

- 2nd Place Graduate Student Case Study Competition, Agricultural and Applied Economics Association (2005)
- Outstanding Senior Woman, Murray State University School of Agriculture (2003)
- Presidential Scholar, Murray State University (1999-2003)